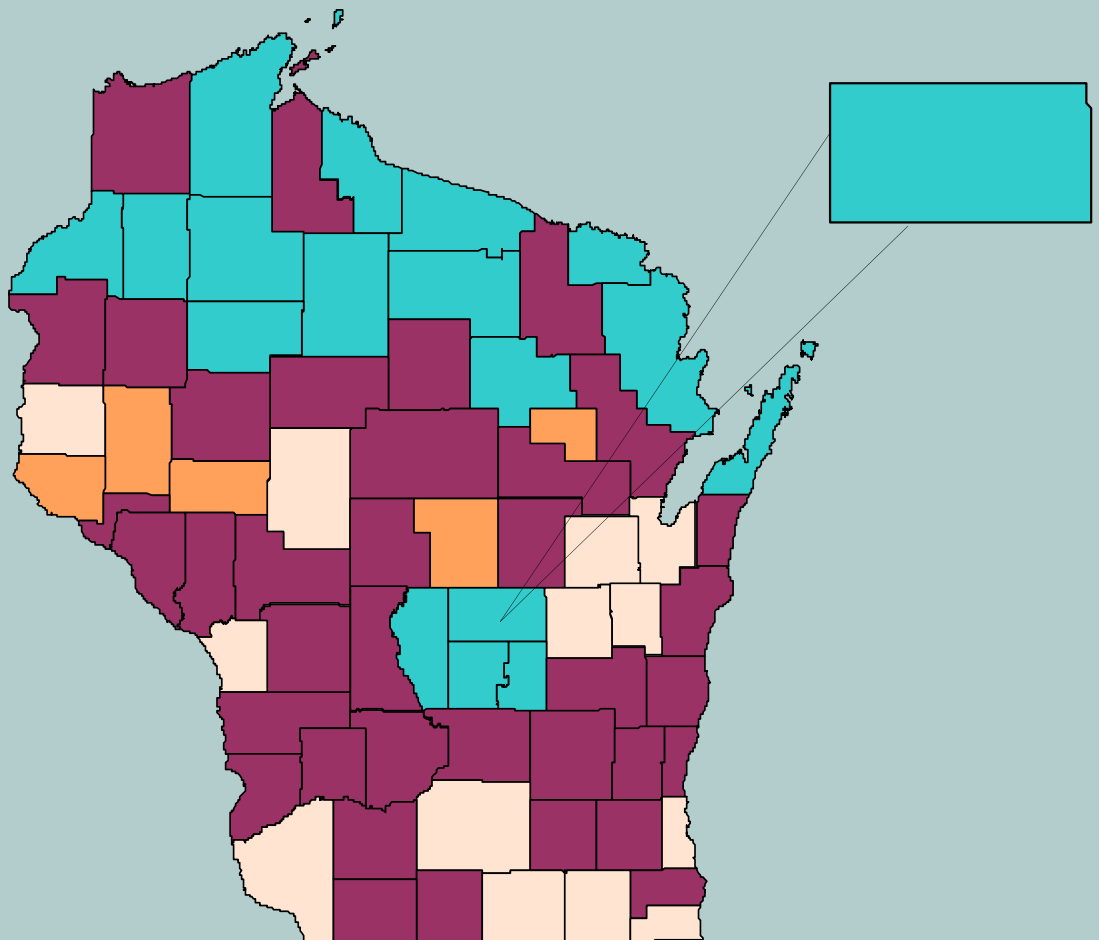
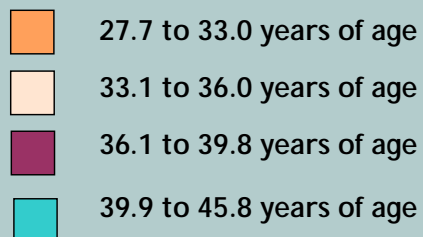


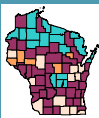
Waushara County Workforce Profile

Median Age by County, 2000



Your complete
guide to the
state of the
labor force of
today and a
glimpse into
the economy of
tomorrow.





County Population

The population of Waushara County grew at a rate of 0.9% in 2001, adding just over 200 new residents to its population of over 23,000. In comparison, both the state of Wisconsin and United States grew at a rate of 0.7%, suggesting that the county enjoyed a more prosperous year in the population than either the state or nation.

This nearly one-percent county population increase continues a pattern of growth experienced over the past decade. From 1990 to 2000, the population of Waushara County increased by 9.2%, adding slightly less than 1,800 residents. Again, both the state and nation grew at a slower pace, growing by 8.5% and 8.7%, respectively.

Given recent analysis of commuting patterns within the county, this rate of growth suggests that the continued population growth in Waushara County is a result, in part to a significant number of employment opportunities in the Portage-Wood-Marathon County labor market, as well as in Winnebago County and the other Fox Valley counties, which lie just to the east. As an indication of the importance of available employment as a draw for population growth, a further analysis of the population growth

that occurred over the course of 2000 reveals that a disparity between the number of births (168) and deaths (182) in the county actually **decreased** the impact of in-migration (225) in the county in determining the county's population growth.

The populations of the county's municipalities tell similar stories of growth. Over the course of 2000, the City of Wautoma, the largest municipality in the county grew at a rate of 3.6%. Similarly, the city grew by 11.1% over the course of the 1990's. Among other municipalities reporting significant growth are the Town of Leon (2.4%), the Town of Mount Morris (1.8%), the Town of Springwater (0.9%), and the Town of Aurora (0.9%). Over the course of the past decade, these municipalities grew by between ten and twelve percent.

Another important factor to consider when analyzing changes in the Waushara County population is changes in the county's housing market. Between 1990 and 2000, 2,653 new housing units were built in Waushara County, accounting for 19.5% of the county's housing stock. However, when comparing the total number of housing units in 1990 to the to-

(Continued on page 2)

Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Waushara County	23,154	23,365	0.9%

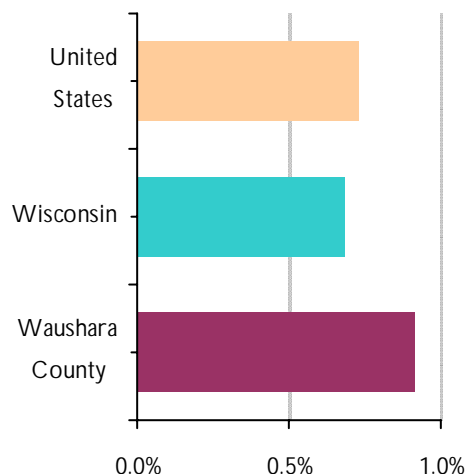
Ten Largest Municipalities

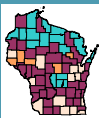
Wautoma, City	1,998	2,070	3.6%
Springwater, Town	1,389	1,401	0.9%
Wautoma, Town	1,312	1,314	0.2%
Leon, Town	1,281	1,312	2.4%
Dakota, Town	1,259	1,262	0.2%
Mount Morris, Town	1,092	1,112	1.8%
Redgranite, Village	1,040	1,037	-0.3%
Bloomfield, Town	1,018	1,020	0.2%
Saxeville, Town	974	982	0.8%
Aurora, Town	971	980	0.9%

* Waushara portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

Population Growth 2000-2001



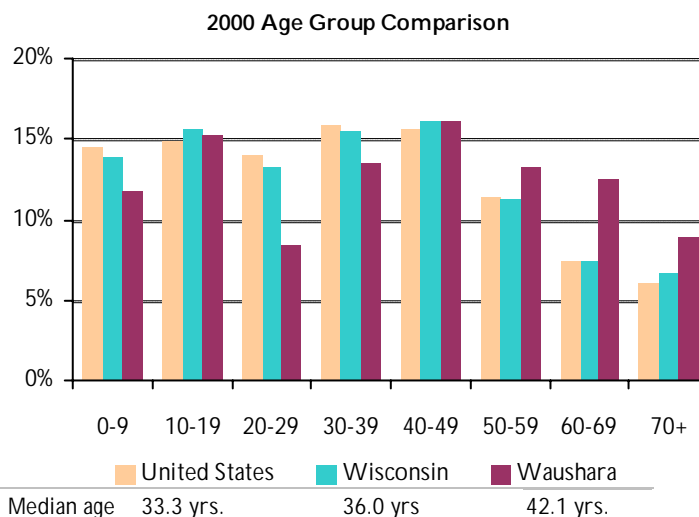


State of Wisconsin - Waushara County

tal for 2000, only 1,421 units were constructed that did not replace existing units in 1990, resulting in a more modest 11.6% growth rate.

An additional factor that is essential to note when examining changes within the Waushara County population in the past decade is the number of residents who have changed residences since 1995. This indicates both the extent of movement within the county as well as the extent of migration into the county. According to data from Census 2000, 36.6% of the county's population reported living in a different residence in 2000 than in 1995. Of that population, 14.4% moved from elsewhere in the county, 17.7% moved from another county within the state, and 4.4% moved to Waushara County from another part of the country. This suggests that the county remains a strong draw for new residents from outside the county's borders.

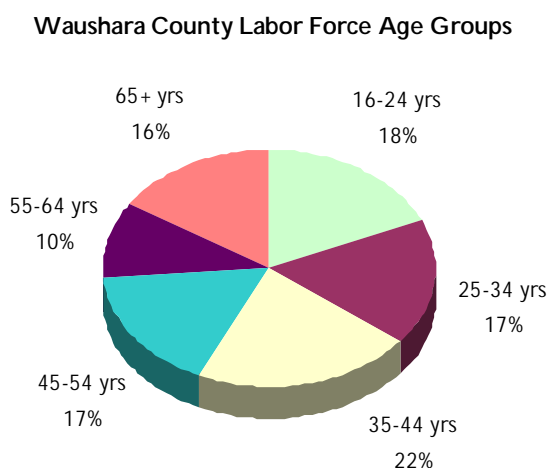
A fourth facet of the population that is important to consider is the distribution of the population amongst various age cohorts. In 2000, the median age of the Waushara County population was 42.1 years. This is significantly higher than the median



Source: US Department of Commerce, Census Bureau, *Census 2000*

ages of the state and national populations of 36.0 and 33.3 years, respectively. This high median age is a result of a very high concentration of older adults in the county's population, as evidenced in the distribution above. Conversely, the county has a much smaller distribution of younger residents, particularly in the 20-29 and 30-39 age cohorts, which are crucial to ensuring future natural population growth, and whose lack resulted in the natural growth deficit experienced in 2000.

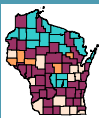
County Civilian Labor Force



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

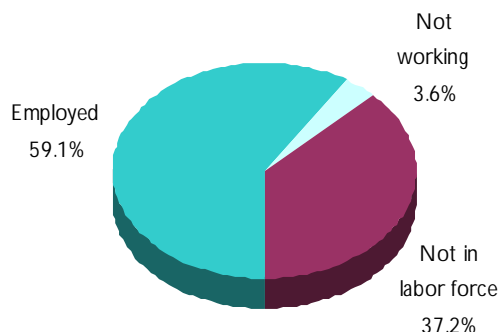
The discussion of the age distribution of the Waushara County population provides a natural transition to a discussion of issues affecting the county's labor force. From the distribution presented to the left, a great degree of promise for future stability in the labor force exists among the county's labor force eligible population. Based on this distribution, 57% of the population is below the age of 45. The impact of this majority on the labor force over the next twenty years is significant as these workers will be moving into the mature years of their working lives, with many approaching retirement age. While these numbers are strong, the relative lack of youth currently in the population, and fears about future decline in the county's birth rate, as a result of a lower percentage of the popu-

(Continued on page 3)



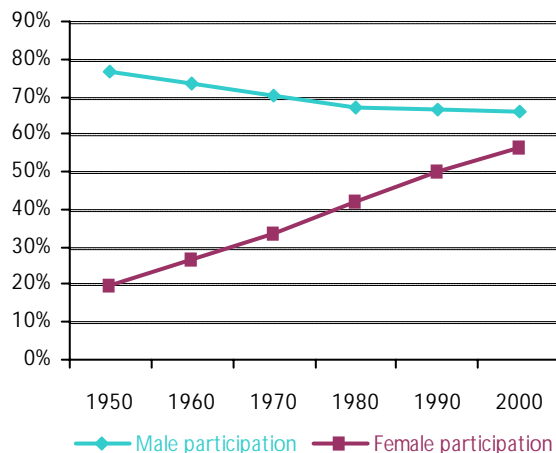
State of Wisconsin - Waushara County

2001 Labor Force Participation



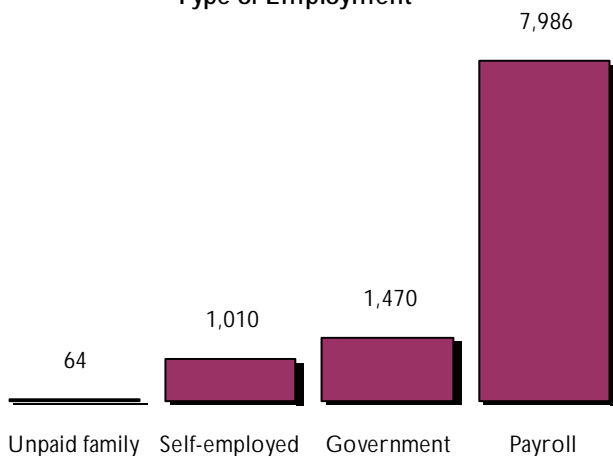
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Type of Employment



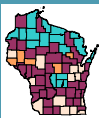
lation aged 20-40 suggests that a future labor shortage in the county is a distinct possibility past the 2020 horizon as the number of new workers in the labor force will not be sufficient to replace those exiting the workforce through retirement.

The labor force is the sum of those employed and unemployed *that have actively sought work in the last month*. **Labor Force eligible must be 16 years or older and not a member of an institutional population** such as a prison or an armed forces member living on a military base. The term "unemployed" does not necessarily include all people who are not working. For example, those who are retired or choose not to work are not considered unemployed. The phrase "Not Working" in the graph below assumes unemployed for the purposes of this profile.

In 2001, the labor force participation rate of Waushara County was 62.7%. This rate marks a 3.5% increase over the 2000 rate of 59.2%. This rate is significantly lower than both the state and national rate. In Wisconsin, the 2001 labor force participation rate was 73.5%, or 0.7% higher than 2000. Similarly, the national labor force participation rate held at 66.9% despite declining by 0.3% from 2000. Much of the disparity between the level of participation in the labor force between the county, state, and nation can be attributed to the large percentage of the labor force eligible participation that is not considered active in the labor force (37.2%). A large portion of this group consists of older workers in the county, who have left the labor force through retirement. Since these older workers are less likely to participate in the labor force than younger workers, who exist in relatively smaller percentages in Waushara County than in the state or nationally, the labor force participation rate of the county is smaller than that of its larger peers.

One interesting facet of the Waushara County labor force that can be examined through an analysis of the county's labor force participation rate is the changing role of men and women in the workforce. This shift is illustrated in the trend analysis to the left. Between 1950 and 2000, the male labor force participation rate declined by nearly 10%. Con-

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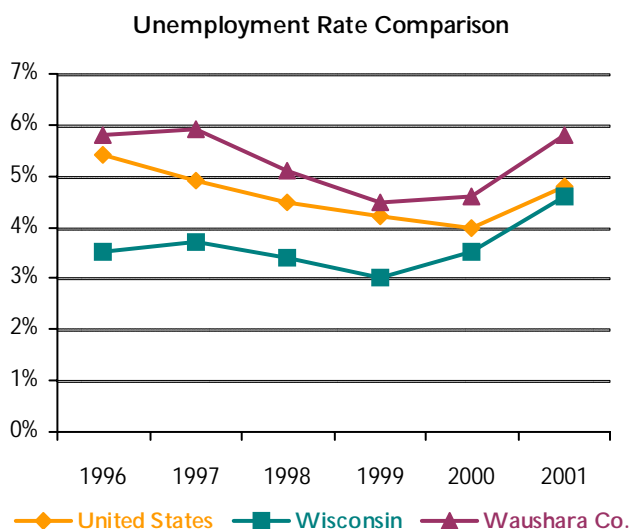


State of Wisconsin - Waushara County

versely, the rate of participation among the female population in the labor force has grown exponentially over the past fifty years.

This increase is a result, in part, of a number of social factors that have been analyzed in a variety of media. However, this shift in participation in the labor force, which had traditionally been dominated by male roles has come as a result of more traditional economic factors. The most prominent of these factors is the changing composition of the leading industries of the county, as will be discussed later in this profile. While traditional, male-dominated industries, such as manufacturing have experienced relatively modest growth over the course of the past decade, this growth has been surpassed by growth in non-traditional, service-oriented industries. Additionally, as the annual increase in available positions has been less than the annual increase in the labor force, a certain degree of "crowding out" has occurred in the labor force as a greater number of women are competing with men for a lesser number of opportunities.

Another facet of the labor force that merits consid-

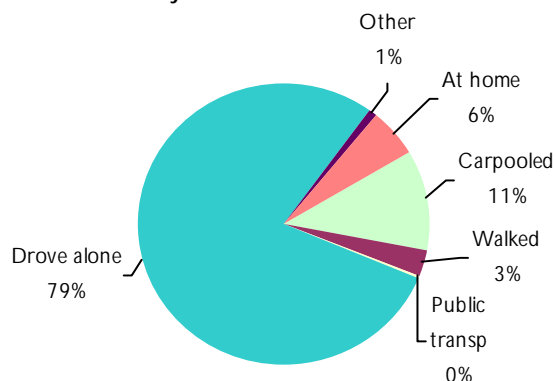


Waushara County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	10,100	10,700	10,600	10,200	10,800	11,600
Employed	9,600	10,000	10,000	9,700	10,300	10,900
Unemployed	590	630	540	460	500	670
Unemployment Rate	5.8%	5.9%	5.1%	4.5%	4.6%	5.8%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002

County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

eration is the commuting patterns of the county's workforce. While data on county-level commuting patterns will not be updated until later this year, national data suggests that a greater number of workers are commuting a greater distance, on average in 2000 than in 1990. Focusing on Waushara County, we see that a vast majority of these commuting workers rely on the automobile as their primary means of transportation, with 90% of the commuting workforce either driving alone or carpooling to the workplace daily.

Shifting briefly from the discussion of the employed labor force to focus on the unemployed labor force of the county, the trend analysis to the right show changes in the unemployment rate in county, state, and nation between 1996 and 2001. In each of these years, the unemployment rate in Waushara County has been significantly higher than either the state or nation, due to a relatively smaller number of employment opportunities present in the county than either the nation or state.



County Industry Employment

Nonfarm Wage and Salary Employment

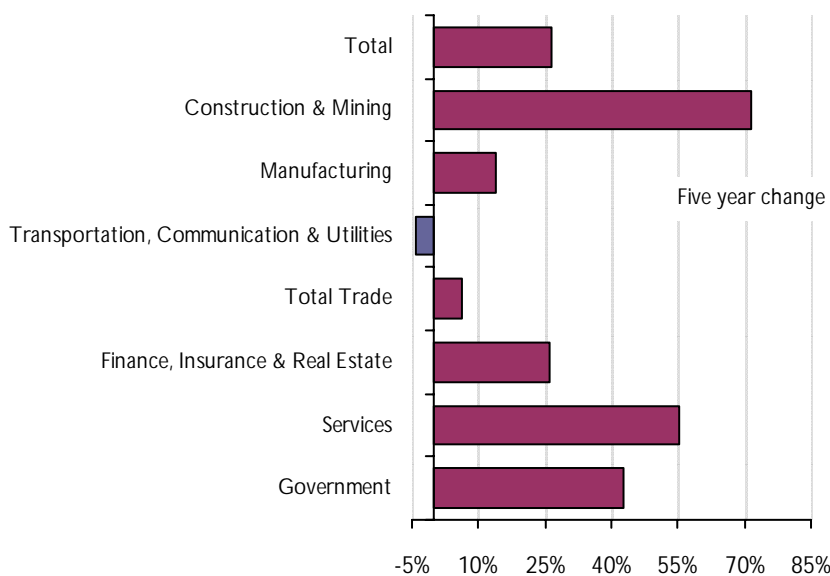
	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
Total	4,683	5,017	5,147	5,266	5,623	5,934	5.5%	26.7%
Goods Producing	816	899	925	1,008	1,068	1,024	-4.2%	25.5%
Construction & Mining	164	181	215	282	308	281	-8.7%	71.7%
Manufacturing	652	718	710	726	760	743	-2.3%	13.9%
Durable	477	527	583	616	646	620	-4.0%	29.9%
Nondurable	175	192	127	110	115	123	7.3%	-29.7%
Service Producing	3,867	4,118	4,223	4,258	4,555	4,910	7.8%	27.0%
Transportation, Communications & Utilities	310	337	287	286	278	298	7.0%	-3.9%
Total Trade	1,492	1,558	1,458	1,463	1,589	1,582	-0.4%	6.0%
Wholesale	266	269	257	233	238	231	-2.8%	-13.0%
Retail	1,226	1,289	1,201	1,230	1,351	1,351	0.0%	10.2%
Finance, Insurance, and Real Estate	177	199	225	216	218	223	2.5%	26.1%
Services & Misc.	896	1,026	1,215	1,215	1,320	1,391	5.4%	55.3%
Total Government	993	998	1,037	1,078	1,150	1,417	23.2%	42.7%

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Shifting our focus again to look at changes within the employed workforce of Waushara County, industry employment over the past year has continued a pattern of fluctuation within the county's economy. While the prevailing trend within the state and national economy has been towards employment losses, particularly in traditional industries,

total employment in Waushara County actually grew by 5.5% in 2001. Despite this overall growth, employment in traditional, goods producing industries decreased by 4.2%, led by declines in construction and durable goods manufacturing. The nondurable goods manufacturing sector continued to show signs of recovery in 2001, growing by 7.3%.

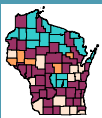
Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002

Conversely, many industries in the service sector experienced significant growth, led by government employment, which increased by 23.2%, fueled primarily for the demand for additional teachers in the county. Employment among financial sector employers also increased, as did employment in service industries.

From a long-range perspective, employment growth over the past five years has generally been positive, with the exception of the transportation, communications and utilities sector, which has reported an employment loss of 3.9% since 1996. The most significant industry sector gains have occurred in construction (71.7%), services (55.3%), and durable goods manufacturing (29.9%). These all serve as indicators of future growth.



State of Wisconsin - Waushara County

Top 10 Employers

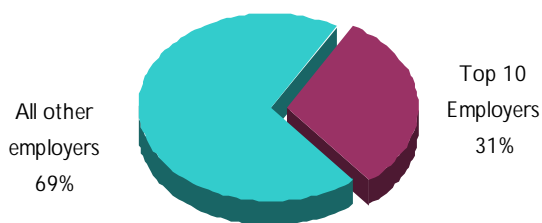
Company	Product or Service	Size
County of Waushara	County Government Services	250-499
Wautoma Public School	Public School District	250-499
Department of Corrections	Public Safety	250-499
Jason Inc.orporated	Furniture Manufacturing	100-249
Nelson Industries Inc.	Muffler Manufacturing	100-249
Tri-County Area School	Public School District	100-249
Wild Rose Public School	Public School District	100-249
The Cops Corp.	Food Stores	100-249
Plainfield Trucking Inc.	Trucking Services	100-249
Wild Rose Community Memorial	General Medical and Surgical Hospitals	50-99

Top 10 Industry Groups

Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Educational Services	7	638	38	115
Eating and Drinking Places	44	614	44	210
Executive, Legislative, and General	20	415	-21	4
Health Services	11	329	13	40
Agricultural Production-Crops	25	270	-47	-13
Justice, Public Order, and Safety	*	*	*	*
Food Stores	5	238	2	-1
Furniture and Fixtures	*	*	*	*
Automotive Dealers & Service Stations	27	214	-23	-9
Social Services	16	202	33	76

*data suppressed to maintain confidentiality

Top 10 Employers' Share of
Nonfarm Employment



Top 10 Industry Group Share
of Nonfarm Employment



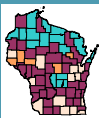
Source: WI Department of Workforce Development, ES-202 file tape, December 2001

The list of the ten largest employers in Waushara County reflects the phenomenal growth in government employment in the county since 1996, as this sector has increased by 42.7%. Among the variety of public agencies present in the county, public school districts claim the greatest share of public sector employment, as evidenced by the presence of the Wautoma, Tri-County, and Wild Rose school districts among the ten largest employers. An addi-

tional point of significance is the presence of the Wisconsin Department of Corrections, who operates the Redgranite Correctional Institution among the ten largest employers.

Among private employers, the distinction of being among the largest employers in the county is shared by a number of firms in a variety of industry sec-

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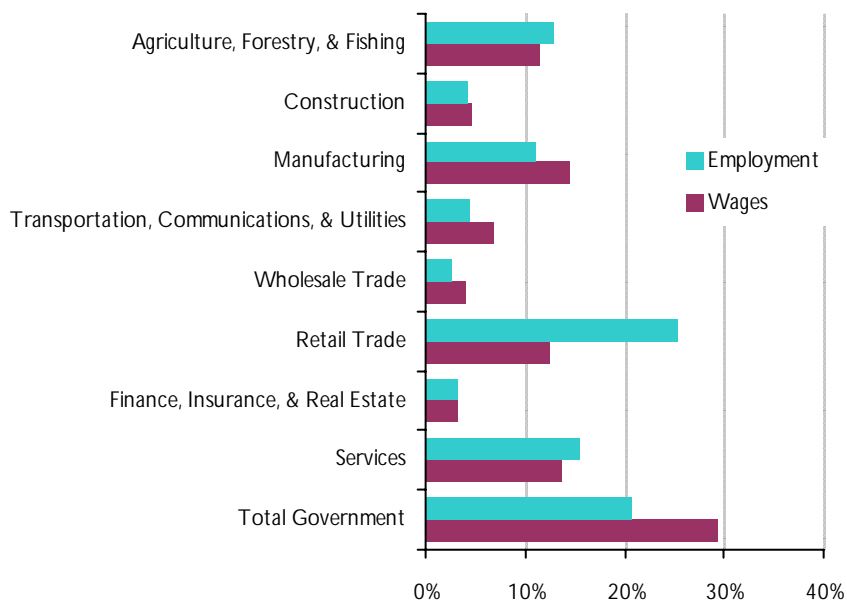


State of Wisconsin - Waushara County

tors. Jason, Inc., who operates Milsco Manufacturing and Nelson Industries, Inc. who operates under the name of Fleetguard/Nelson represent traditional industries in the county economy, as does Plainfield Trucking, Inc., a regional carrier. The growing presence of non-traditional industries demanded by shifting demographics in the county is represented by both The Copps Corporation, who operates the Wautoma IGA, and Wild Rose Community Memorial Hospital.

The dominance of these ten largest employers, as well as the ten largest industry sectors, which further represent diversity in the Waushara County economy is reflected in the share of employment they account for in the county's workforce. In 2001, 31% of the county's resident workforce was employed by one of the top ten employers in the county, and 57% of the county's workforce was employed in one of the ten largest industry sectors in the county. While this last figure seemingly suggests the presence of a limited number of industries in the county, the diversity of industry types among this group belies that assumption.

Employment & Wage Distribution by Industry Division



Another vital aspect of the Waushara County workforce with ties to the county's economy is the wage levels paid by employers in the county. In 2001, the average annual wage across all industries in Waushara County was \$19,480, which is a striking 37% below the state average of \$30,922. When focusing on specific industries, this disparity is even more significant. For example, manufacturing wages in the county are 36.2% below the state average, and financial sector wages are less than half of the state average. As a result, a large share of the county's workforce commutes to neighboring, higher wage counties.

Annual Average Wage By Industry Division

	Waushara Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 19,480	\$ 30,922	63.0%	-1.5%	16.2%
Agriculture, Forestry, & Fishing	\$ 17,261	\$ 22,565	76.5%	-6.5%	22.7%
Construction	\$ 20,839	\$ 39,011	53.4%	-3.1%	19.6%
Manufacturing	\$ 25,369	\$ 39,739	63.8%	-2.8%	30.6%
Transportation, Communications, & Utilities	\$ 29,976	\$ 36,639	81.8%	-2.4%	4.7%
Wholesale Trade	\$ 30,066	\$ 40,521	74.2%	2.0%	21.7%
Retail Trade	\$ 9,623	\$ 14,596	65.9%	-16.9%	-6.0%
Finance, Insurance, & Real estate	\$ 19,453	\$ 40,933	47.5%	0.5%	-1.6%
Services	\$ 17,195	\$ 28,775	59.8%	8.3%	29.8%
Total Government	\$ 27,697	\$ 33,785	82.0%	10.8%	23.5%

* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*



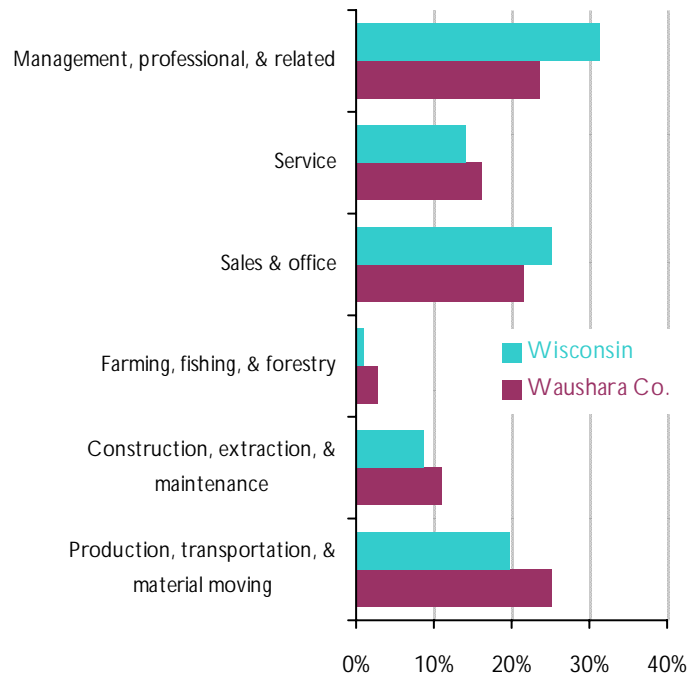
Occupation and Education Characteristics of County Population

Two final facets which complete our picture of the Waushara County are the distribution of the workforce across occupational types and the educational attainment of the county's labor force eligible population. These distributions suggest a county economy strongly entrenched in traditional industry employment.

The first suggestion that the Waushara County economy continues to be concentrated among traditional industries can be seen in the occupational distribution to the right. The Waushara County workforce is much more heavily concentrated in production, transportation, and material moving occupations, as well as construction, extraction, and maintenance occupations than the state workforce. This would suggest that industries such as durable goods manufacturing, wholesale trade, and construction dominate the county's economy, which an analysis of industry employment in the county confirms, by and large.

A much smaller percentage of the county's workforce is engaged in management, professional, service, sales, and office occupations than the state's workforce. Additionally, none of these occupational groups has a representation equal to that of the production group. However, it is important to note that this distribution makes no distinction for occupations according to industry affiliation. There-

Employment by Occupation Group: 2000

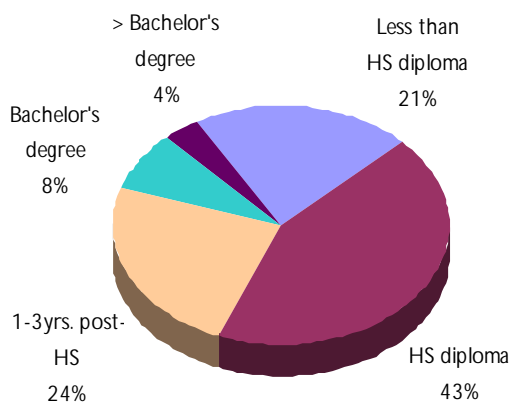


US Department of Commerce, Census 2000

fore, a clear analysis of occupations, particularly in the management and professional ranks is difficult.

A final facet of the county's population that has a significant impact on the county's workforce is the educational attainment of the county's population aged 25 and older, as represented in the distribution to the left. A cursory glance of the distribution shows that the county's population is concentrated in two areas of attainment — those possessing a high school diploma (43%), and those who have completed between one and three years of schooling after high school (24%). It is important to note that this distribution does not include a level of attainment for those who have earned either an associate's or vocational degree. As a number of programs offered by the technical college systems present in the area do not result in the rewarding of these degrees, it is more important to note than a significant share of nearly a quarter of the county's adult population furthered their education through a technical college system. The number of those possessing bachelor's degrees is expected to grow.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

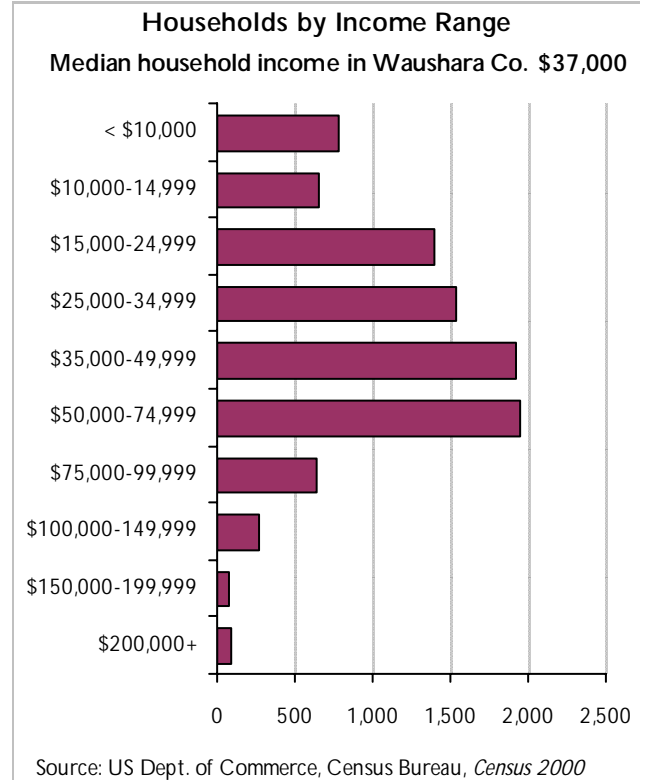


County Income Information

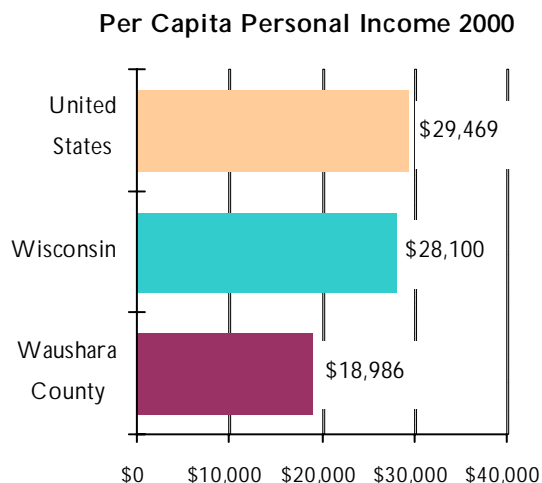
Perhaps the most important indicator of economic health in Waushara County is the level of income present in the county. This can be measured through a variety of means. The most popular means of determining income level is the median household income, as determined by data from Census 2000.

In 2000, the median household income of Waushara County's 9,312 households was \$37,000. This is significantly less than the state median of \$43,791 and can primarily be attributed to the low wage levels paid by employers in the county. However, the median household income level in 2000 represents an increase of more than \$15,000 since 1990, or 69%. This significant increase suggests that income levels will continue to increase in the future. Further cause for optimism is represented by the large number of households with income levels above the median in the county.

A second measure of the county's income level can be taken by analyzing the level of poverty present in the county's population. In 1999, 5.3% of all families, 9.1% of all individuals, and 13.9% of single mother families reported income levels below the federal poverty limit. While significant, these levels, with the exception of the percentage of individuals living in poverty are below the state averages.



A final measure of income commonly used is the per capita personal income, or PCPI, which accounts for income sources other than wages. In 2000, the PCPI of Waushara County was \$18,986, which is substantially less than either the state or national figures. This again can be attributed to the low wage levels paid in the county.



Source: US Department of Commerce, Bureau of Economic Analysis

